gocampaigns

automated micro marketing

LeadMiner
Auto

LeadMiner Features

Main Window and Prospect Selection	Customer Relationship Manager (CRM)	Finance Library	Vehicle Library and Prospect Profiling	Editor and Letter Templates
Create new campaigns	*View financial profiles at a glance.*	*Prequalify and offer credit (based on a percentage of income set by you)*	*Choose and place description and images of vehicles slated for sale.*	*Personalize letterhead and envelope*
Import existing client data (tab delimited file) from your dealership management system and offer vehicles based on past purchasing history	*Use Index to analyze, separate, and create sub campaigns.*	*Offer buyer cash incentives (MSRP times a percentage set by you)*	*Create ideal buyer profiles based on demographics or vehicle manufacturer guidelines.*	*Use dropdown of fields, calculable fields and tags to modify or create new campaign letters*
Set Pre-qualification rate, based on a percentage (set by you) of income	*Use Lookup to bring up specific client page.*	*Create FICO based loan sceneries and lease options*	*Choose Apply option to have LeadMiner select, up to three vehicles and nine images based on profiles.*	*Create and place tables*
Set sales tax option	*Use Notes feature to keep track of prospects*	*Offer monthly payment for up to 3 vehicles with interest rates based on FICO scores*	*Use Apply button to have LeadMiner select vehicles dynamically or select yourself*	*Edit and place images*
Choose area, prequalify prospects by FICO score, age, income and other attributes	*Use New Record to respond to buyer inquires and generate instant responses on an ad- hoc basis*	*Offer lease payment option with residual and money factor set by you*		*Special inserts*
Print and mail campaign with one click	*Choose postcard, email or letter format*	*Use Apply button to have LeadMiner select financing option or select yourself*		*Use PDF option to Create and View letters and postcards*
Software update option	*Help Menu*			

1-877-994-8100 **www.gocampaigns.com**

Why mail the same "generic" message to all recipients?

LeadMiner will enable you to target 5000 vehicle buyers, simultaneously, and offer each a vehicle based on their prospect profile and offer financing based on their FICO score.

We provide you with support and guide you through the entire campaign process

Pre qualify prospects by:				
County	***Zip***	***Zip Range (up to 99 miles)***	***Age by range***	***Income***
FICO score range	***Highest car loan***	***Loan/Credit ratio & Lease/Credit ratio***	***Loan months remaining on current car loan***	***Lease months remaining on current lease***

These attributes are provided by default:			
Gender	***Marital Status***	***Number of Children***	***Monthly Payments***

Use FICO-based financial profiles to pre qualify prospects
Use prospect profiling to match buyers and vehicles

Industry specific calculator/templates allow you to create unlimited letters and e-mails each personalized and relevant to recipients

Integrate your existing database and use Lead Miner™ to offer vehicles and services based on past purchasing history (Enterprise Edition)

The entire process is automated from lead acquisition, campaign creation, and print and mail fulfillment

We provide you with real time FICO-based financial profile on prospects and software needed to manipulate data and to fully individualize every mailpiece

For more information visit www.gocampaigns.com

to schedule a full demo on line, call us today 1-877-994-8100